

Please Direct All Correspondence to Customer Number 26332

**AMENDMENT / RESPONSE TRANSMITTAL**

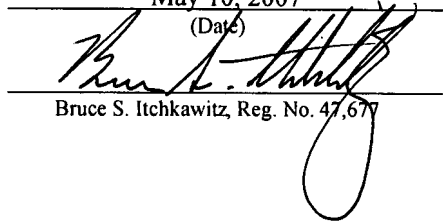
Applicant : Bradley S. Masters et al.  
 App. No : 09/671,761  
 Filed : September 26, 2000  
 For : SYSTEM AND METHOD FOR  
 CREATING AND DISPLAYING A  
 PREFERENCE BASED MENU FOR A  
 VIEWING SESSION  
 Examiner : Huy Thanh Nguyen  
 Art Unit : 2621

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

May 10, 2007

(Date)

  
 Bruce S. Itchkawitz, Reg. No. 47,677
**Mail Stop AF**

Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified application are the following enclosures:

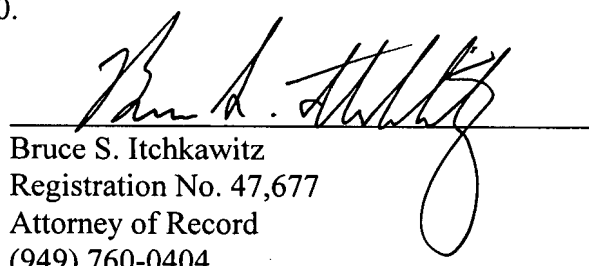
(X) Response to April 5, 2007 Final Office Action in 6 pages.

The fee has been calculated as shown below:

| FEE CALCULATION    |             |              |                      |            |
|--------------------|-------------|--------------|----------------------|------------|
| FEE TYPE           |             | FEE CODE     | CALCULATION          | TOTAL      |
| Excess Claims      | 16 - 20 = 0 | 1202 (\$50)  | 0 x 50 =             | \$0        |
| Excess Independent | 2 - 3 = 0   | 1201 (\$200) | 0 x 200 =            | \$0        |
|                    |             |              | <b>TOTAL FEE DUE</b> | <b>\$0</b> |

(X) Return prepaid postcard.

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

  
 Bruce S. Itchkawitz  
 Registration No. 47,677  
 Attorney of Record  
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AF  
Efn

K35A0657/LQM 1716-2001 (WESDIG.038A)

PATENT



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

|            |   |  |                     |
|------------|---|--|---------------------|
| Applicants | : | Bradley S. Masters et al.  | Group Art Unit 2621 |
| Appl. No.  | : | 09/671,761   |                     |
| Filed      | : | September 26, 2000   |                     |
| For        | : | SYSTEM AND METHOD FOR<br>CREATING AND DISPLAYING A<br>PREFERENCE BASED MENU FOR<br>A VIEWING SESSION |                     |
| Examiner   | : | Huy Thanh Nguyen   |                     |

**RESPONSE TO APRIL 5, 2007 FINAL OFFICE ACTION**

**Mail Stop FA**

U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the April 5, 2007 Final Office Action, Applicants request the Examiner to reconsider the above-identified patent application in view of the following remarks.

**Remarks:** Begin on page 2 of this Response.